

Social Media Standard Operating Procedures

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The following operating procedures apply to all social media websites and services, in general.

Setting Up an Account

- Please use a Polk County email address to register for an account. Avoid using personal email addresses or linking the Polk County pages to personal pages. Please add is.media@co.polk.or.us as an admin to the new account.
- The Page name or account must begin with “Polk County.” For example, “Polk County Fairgrounds” and “Polk County Commission for Children and Families” are both appropriate. “PC Public Health” would not be appropriate.
- Please contact IS staff if you have any questions regarding how to fill out the basic information or manage permissions on the site, etc. Be sure to check any boxes required to send email notifications to the administrator(s) when people post or comment on the page.
- Notify IS when the new Page/Account has been created, along with the URL.

Page Requirements

The social media page must contain the following information:

- "If you are looking for more information about Polk County, please visit www.co.polk.or.us."
- Site goals, target audience, and associated information
- The following disclaimer:

"Polk County makes no warranty or guarantee concerning the accuracy or reliability of any information available at this site or any site linked to this site. Links or references to other information or organizations do not constitute an endorsement."

- The following notice:

"Polk County reserves the right to delete submissions that contain:

1. *vulgar language;*
2. *personal attacks of any kind;*
3. *offensive comments that target or disparage any ethnic, racial, or religious group.*

Further, the County at its own discretion also reserves the right to delete comments that:

1. *are spam or include links to other sites;*
2. *are clearly off topic;*
3. *advocate illegal activity;*
4. *promote particular services, products or political organizations;*
5. *infringe on copyrights or trademarks;*
6. *identify personal medical information or other confidential or protected information."*

Please include this language in the General Information section of the social media page.

General Guidelines

The social media page should not be a replacement for the County website. Instead, it is an excellent tool to augment the County website and reach audiences that may not otherwise visit the site. Be sure to include links back to the County site and refer 'fans' or 'friends' there to download documents, view the Calendar, etc. It is recommended that the social media page be updated at least twice a week with a new wall post, status update, etc.

In addition, when posting, please follow these Rules of Etiquette:

- Comment only within your area of expertise.
- Post meaningful or respectful comments.
- Respond to comments in a timely manner whenever a response is appropriate.
- Respect proprietary information, content and confidentiality.
- If modifying an earlier post, make it clear that you have done so.
- Please remember that comments become a matter of public record.

Specific Guidelines

- Social media pages that target youth should meet federal youth protection recommendations. Please visit <http://www.ftc.gov/ogc/coppa1.htm> for specific recommendations.
- Posting of pictures or images should not violate copyright law or infringe on applicable privacy of individuals. **Minors should not be included in photos without the specific written permission of their parent or guardian.**

Polk County has very strict guidelines in place for using images or clipart from/on the web. Any posting of digital media such as photos requires that a completed media release be on file. The County has a standard media release for this purpose (see attached). Please contact IS directly at x1178 if you need assistance with this.

- Pages should be monitored on a daily basis for inappropriate content or to respond to comments or questions that may have been posted by the public.

Public Records Law

Social media pages, including photos or comments, are considered Public Record and must be archived for records retention purposes, following standard records retention practices. If you have any questions, please contact your department manager or IS.

IF YOU DELETE A COMMENT BECAUSE IT CONTAINS CONTENT THAT VIOLATES COUNTY GUIDELINES, you must first take a screenshot of the comment (use the PrtScn key on your keyboard), then paste it into a Word document. Add a notation as to who posted the comment, the date, and a brief explanation of why it was removed. Save the document in the

Archives directory. Once a screenshot .of the comment has been saved, please delete the original comment from the social media page.

Periodic Review

The host department will develop a quarterly site status report and provide it to the BOC, IT Director, Human Resources Director, and County Administrator, if requested. At a minimum, this report will contain a statement of activity including number of postings by County staff and the public (if applicable) and a review of measurable benchmarks

Attachment 1 – Media Releases

Personal Photo/Digital Media Release

I hereby grant Polk County permission to use my photograph or other provided digital media in any and all publications for Government or non-government purposes, including web site entries, without payment or any other consideration in perpetuity.

I hereby authorize Polk County to edit, alter, copy, exhibit, publish or distribute this photo or digital media. I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my photo or media appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph or provided media.

I hereby hold harmless and release and forever discharge Polk County from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf of on behalf of my estate which may have or may have by reason of this authorization.

I am 18 years of age or older and am competent to contract in my own name. I have read this release, and I fully understand the contents, meaning, and impact of this release.

Date: _____

Signature: _____

Print Name: _____

Agency Photo/Digital Media Release

On behalf of _____, I hereby grant Polk County permission to use the photographs or digital media provided in any and all publications for Government or non-government purposes, including web site entries, without payment or any other consideration in perpetuity.

I hereby authorize Polk County to edit, alter, copy, exhibit, publish or distribute this photo or media. I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my photo or digital media appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph or digital media.

I hereby hold harmless and release and forever discharge Polk County from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf of on behalf of my estate which may have or may have by reason of this authorization.

I am 18 years of age or older, am competent and have authority to represent: _____. I have read this release, and I fully understand the contents, meaning, and impact of this release.

Date: _____

Organization: _____

Signature: _____

Print Name: _____

Parent or Guardian Photo/Digital Media Release

As the parent or legal guardian of _____, I hereby grant Polk County permission to use the photographs or digital media provided in any and all publications for Government or non-government purposes, including web site entries, without payment or any other consideration in perpetuity.

I hereby authorize Polk County to edit, alter, copy, exhibit, publish or distribute this photo or media. I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my photo or digital media appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph or digital media.

I hereby hold harmless and release and forever discharge Polk County from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf of on behalf of my estate which may have or may have by reason of this authorization.

I am 18 years of age or older, am competent and have authority to represent: _____. I have read this release, and I fully understand the contents, meaning, and impact of this release.

Date: _____

Minor's Name: _____

Parent/Guardian Signature: _____

Print Name: _____